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PART – I

Notifications, Orders and Declarations by Haryana Government

HARYANA GOVERNMENT

INFORMATION, PUBLIC RELATIONS AND LANGUAGES DEPARTMENT

Notification

The 20th September, 2020

No. 1/8/2020-2P – The Governor of Haryana is pleased to make Amendment in Haryana Advertisement Policy 2007 with immediate effect :-

Objective of Digital Advertising

The advent of Digital Media is transforming the way in which people connect with each other and the manner in which information is shared and distributed. It is different from traditional media such as Print, Radio and Television. Digital Media in recent times has become synonymous with social networking platforms, websites and webportals and enable an individual or agency to communicate and share information. The primary objective of release of advertisements to webportals, websites and other digital platforms is obtain widest possible coverage of the intended content or message for the target audience in a cost-effective manner.

While releasing advertisements to the Media, Department of Information, Public Relation & Language, Haryana (DIPRL) does not take into account the political affiliation or editorial policies of the website, webportal and other platforms of Digital Media. However, DIPRL would avoid releasing advertisement to those Digital Media Platform which incite or tend to incite communal passion, preach violence infringe on sovereignty integrity of India or violate accepted norms of public decency and behavior.

2. Definition

- (a) **Government:** Means the Government of Haryana, in the Information, Public Relations and Languages Department.
- (b) **Policy Guidelines:** Means the Advertisement Policy Guidelines-2007 of the Govt. of Haryana:
 - (i) **Advertisement:** Means advertisements of all the Departments, Public Sector Undertakings (PSUs) and Autonomous Bodies such as Boards and Corporations, Urban Local Bodies (ULBs), Universities, various Commissions, Authorities, Societies constituted by Government Departments, Trusts under the Government, Companies, Apex Cooperative Institutions and other State Government Institutions (SGIs) and Organizations etc., released through DIPRL or society/agency constituted for the purpose.

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- (ii) **DAVP Rates:** Mean advertisements released on rates prescribed by Bureau of Outreach and Communication (DAVP), Government of India.
- (iii) **DIPR Rates:** Mean advertisements released on rates approved by Empanelment Advisory Committee in DIPRL.
- (c) **Websites:** Means a collection of various web pages linked to a particular web domain, which are operated through internet. It should have URL (Uniform Resource Locator) to ensure that it is a part of World Wide Web (www). It includes all newspaper/TV & Radio Channels/Digital Channels/Magazine's websites/webportals or news apps.
- (d) **Pixels:** The pixel is the basic unit of programmable color on a computer display or in a computer image. PIXEL DIMENSIONS are the horizontal and vertical measurements of an image expressed in pixels. The pixel dimensions may be determined by multiplying both the width and the height by the DPI (dots per inch).
- (e) **Unique user/visitor:** Means counts of website's individual visitor/one visitor over a specific period. It does not matter how many times they visited the website during that period. i.e. if one individual visited the site ten times, still count that person as one visit.
- (f) **Web Banner Advertisement:** Means a form of advertising on the World Wide Web (WWW) delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. The web banner will be in the shape of animation, fix and rotating.
- (g) **Video Advertisement:** Means a visual presentation, typically a moving picture which is accompanied by sound.
- (h) **CPTI:** Cost per Thousand Impressions.
- (i) **BOC:** Bureau of Outreach & Communication.

3. Classification of Digital sites

The duration of Domain Registration of the Server for the website must be minimum 2 years. Every website shall be categorized in the following manner:

Category 'I'	Category 'II'	Category 'III'
Number of unique users should be 2 lacs per month or above within India.	Number of unique users should be above 1 lac, but less than 2 lacs per month within India.	Number of unique users should be above 50,000 and less than 1lac per month within India.

4. Empanelment Advisory Committee (EAC)

There shall be an Empanelment Advisory Committee (EAC) for considering applications from websites/web-portals and other platforms of digital media for being empanelled/registered for receiving advertisements under these guidelines. This Committee will also recommend the rate structure and categorization of such website/web-portal and other Digital Media platforms which do not have DAVP approved rates and which intend to be registered for release of advertisements by the DIPRL Haryana. This committee will be headed by the Additional Director or Joint Director (Admn.) and will include Joint Director (Advt.), Joint Director (Press), Joint/Deputy Director (Film), Deputy Director (Advt.), Audit Officer and representative of NIC as members. The EAC will submit its recommendations to the Director, Information Public Relations and Languages Department, Haryana for approval. Administrative Secretary, Information Public Relations and Languages Department, Haryana, can re-constitute the EAC as and when required.

5. Eligibility Criteria for Empanelment of Websites/Web portals

DIPRL Haryana will empanel such websites/web-portals and other platforms of Digital Media as thinks necessary for achieving objective of advertisement/Campaign, as per the intended target audience. The eligibility criteria for the empanelment of digital media will be as under:

- (i) The website should have continuously operated under the same name (website address), for which the period shall be calculated backwards from the date on which the website applies for empanelment with DIPRL. Websites/Web portal must provide income tax return certificate of the last two-years in reference to earned revenue from these sites. The owner must provide documents of registration, PAN Card/Address details of their Firm/Company. The applications submitted directly by companies owning and operating the website will only be entertained. In other words no intermediary agency will be eligible to apply on behalf of a website or group of websites. It shall be imperative for the website to report their duly certified, 'Minimum Average Unique Users' (from within India), every month (based

on the data of six months immediately preceding the date of applying for empanelment). The report so furnished by the website shall be certified by reputed agency as prescribed by DAVP or any other agency specified by the DIPRL. For the purpose of consideration, unique users of a particular website will be counted for mobile and desktop data both. Different websites belonging to one company/group can be empanelled, provided they individually fulfill the Unique Users Criteria. In other words, bunching/adding of Unique User count of the different websites of one group/company shall not be permitted. In such cases, separate applications for each website may be submitted along with other formalities.

- (ii) The websites/webportals which are owned and operated by companies, firms or individuals incorporated in India and especially covering Haryana related news and having impact in the State or otherwise beneficial to the image of the State, will be given preference for empanelment. The advertisement/messages released on behalf of the Haryana Government's departments, Board and Corporations and other organizations must be displayed prominently for the maximum viewership as specified in the Release Order. There will be no change in rates once offered to and accepted by an empanelled website or webportal for the entire period of empanelment. The cost of all technical requirements, such as adapting the design format provided by department to the website's format, shall be borne by the website/webportal. The department can empanel Third-Party-Ad-Server (3-PAS) to verify/cross-check the advertisement display on websites/webportals. Government Departments, Board and Corporations and other organizations will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Ad-Server will be borne by the empanelled agency and not by DIPRL or by any agency of Govt. of Haryana.
- (iii) The publicity impact of advertisement through such websites or webportals will also be taken into account, while empanelling these websites for the purpose of Government advertisements. DIPRL can specify the target audience for the particular advertisement/Campaign within state or pan India or both as per the requirement. The empanelled agency shall be bound to provide their Google analytics access credential and also integrate their Google analytics accounts with that of Google analytics accounts of DIPRL. The website/webportal shall submit its Unique Users Data, on the basis of Google Analytic Report & Google Ad Manager while submitting the bills to the Director, Information, Public Relations and Languages Department, Haryana. The Department shall be free to Audit the empanelled website etc., as per its discretion. It will be the responsibility of the website owner to comply with all extant rules and regulations as prescribed by the Government of India as well as the State of Haryana. If the content of any empanelled website or webportal is found to be anti-national/obscene/indecent/anti-social/violative of communal harmony and national integrity/ in violation of the extant Cyber Laws of India etc. or deemed objectionable in any form as determined by the competent Committee, DIPRL reserves all the rights to decline or suspend empanelment of any website, and proceed against the said website as per the Laws applicable for such violations at that point and time.

6. Rate Structure for Digital Media

The Directorate of Information, Public Relations & Languages, Haryana will accept the rates approved by DAVP or BOC for release of advertisement to the digital media. However, if any webportal/website doesn't have DAVP approved rates, the DIPRL may consider releasing advertisement at the following rates per thousand impressions:-

Rate Structure:

Items	Category - I	Category - II	Category- III
Placement (Tentative Sizes)	CPTI	CPTI	CPTI
Banner (728x90 Pixels)	₹ 25	₹ 20	₹ 15
Banner (300x250 Pixels)	₹ 20	₹ 15	₹ 10
Page Insert	₹ 25	₹ 20	₹ 15
Video Ads (Auto Play) In the size of (300x250 Pixels)	₹ 50 per CPTI per 30 seconds.	₹ 40 per CPTI per 30 seconds.	₹ 30 per CPTI per 30 seconds.

7. Payment of Bills

- (i) Every website/webportal will be obliged to submit its complete bills electronically in all respects along with the display certificates of the contents/advertisement within 30 days of completion of the campaign or last date of monthly telecast/display.
- (ii) For advertisement/Campaign/ Video advertisement released by DIPRL, a minimum click-Through Rate(CTR) of 0.30 (i.e. 3 clicks per thousand impressions or 3000 clicks per million impressions) shall be mandatory across all categories which should be reflected in the reports generated through the Google Analytic Report& Google Ad Manager or third-party Ad server engaged by DIPRL for payment purposes. CTR less than 0.3 but upto 0.2 per release order will invite a deduction of 20 percent in the billed amount. CTR of less than 0.2 but upto 0.1 per release order will invite a deduction of 30 percent in the billed amount while CTR less than 0.1 would invite deduction of 50 percent on the pattern of DAVP.
- (iii) Screenshot of the website/web portal will be submitted by the empanelled agency on daily basis once the publicity campaign goes live. (Screenshots should be reflected at regular intervals, i.e. morning, evening and night).
- (iv) The payment shall be made through RTGS/NEFT only. Recovery shall be made in case of excess payment by the client. An empanelled website can be debarred from department campaigns, for the remaining period of his empanelment, if it deliberately and consistently refuses to accept and carry advertisements issued by DIPRL, Haryana.
- (v) 15% agency commission (SAMVAD) would be applicable to all websites/webportals/News apps on advertisements released by DIPRL, Haryana. GST will be applicable as per the provision.

Note: DIPRL Haryana shall have the right to interpret and elaborate any provision of this policy.

ANNEXURE-I**Application Form**

1. Name of the Website (URL):
2. Name of the Owner Company (as well as subsidiary company, if any):
3. Address of registered Office:
4. Date of incorporation of the Company:
5. Date of launch of websites:
6. Date from which the website is in continuous operation:
7. Average number of Unique Users per month for last 6 months within India.
8. Is the websites India based (Yes)/ (No):
9. If the answer to the above question is No, does the website have wholly owned company registered and operating in India, which looks after their Indian advertisement business. If Yes, the details thereof.
10. GST No.

Sr. No.	Existing Policy 2007	Proposed Policy 2020
1.	<p>EMPANELMENT OF WEBSITES</p> <p>The websites and other internet based media such as internet editions of newspapers will also be considered for empanelment for release of advertisement for reaching out to a target specific audience. Normally Directorate of Public Relations will follow the DAVP rates, if available.</p> <p>Minimum launch period – The website should have completed at least six month at the time application is made for empanelment with the department for release of advertisement. But if there is a new website/internet media which is showing good viewership/access after three months, it can be considered by the EAC as a special case with the approval of DPR. The publicity impact of advertisement through the website will also be taken into account while empanelling any website for the purpose of releasing government advertisement.</p>	<p>Objective of Digital Advertising</p> <p>The advent of Digital Media is transforming the way in which people connect with each other and the manner in which information is shared and distributed. It is different from traditional media such as Print, Radio and Television. Digital Media in recent times has become synonymous with social networking platforms, websites and webportals and enable an individual or agency to communicate and share information. The primary objective of release of advertisements to webportals, websites and other digital platforms is obtain widest possible coverage of the intended content or message for the target audience in a cost-effective manner.</p> <p>While releasing advertisements to the Media, Department of Information, Public Relation & Language, Haryana (DIPRL) does not take into account the political affiliation or editorial policies of the website, webportal and other platforms of Digital Media. However, DIPRL would avoid releasing advertisement to those Digital Media Platform which incite or tend to incite communal passion, preach violence infringe on sovereignty integrity of India or violate accepted norms of public decency and behavior.</p> <p>2. Definition</p> <p>(a) Government: Means the Government of Haryana, in the Information, Public Relations and Languages Department.</p> <p>(b) Policy Guidelines: Means the Advertisement Policy Guidelines-2007 of the Govt. of Haryana:</p> <p>(i) Advertisement: Means advertisements of all the Departments, Public Sector Undertakings (PSUs) and Autonomous Bodies such as Boards and Corporations, Urban Local Bodies (ULBs), Universities, various Commissions, Authorities, Societies constituted by Government Departments, Trusts under the Government, Companies, Apex Cooperative Institutions and other State Government Institutions (SGIs) and Organizations etc., released through DIPRL or society/agency constituted for the purpose.</p> <p>(ii) DAVP Rates: Mean advertisements released on rates prescribed by Bureau of Outreach and Communication (DAVP), Government of India.</p> <p>(iii) DIPR Rates: Mean advertisements released on rates approved by Empanelment Advisory Committee in DIPRL.</p> <p>(c) Websites: Means a collection of various web pages linked to a particular web domain, which are operated through internet. It should have URL (Uniform Resource Locator) to ensure that it is a part</p>
2.	<p>CRITERIA FOR FIXATION OF RATES OF EMPANELLED WEBSITES / INTERNET MEDIA</p> <p>The websites/Internet media can be categorised follows on the basis of its reach and access for the purpose of determining the rate structure:</p> <p>(i) Large- Having reach and access to over 10 lakh people.</p> <p>Medium – Having reach and access to 1 to 10 lakh people.</p> <p>Small – Having reach and access to less than one lakh people.</p> <p>The rates of empanelled websites/internet media will be decided by the EAC after considering the following:</p> <p>(ii) Normally, Directorate of Public Relations will follow DAVP rates, if available of any website/internet media.</p> <p>(iii) If DAVP rates are not available then yearly base rates will be decided by EAC for each of the above mentioned three categories of the website/internet media.</p> <p>(iv) The rates higher than base rate may be considered by EAC for any website/internet media keeping in view its reach and access to the target audience.</p> <p>(v) The higher rates of website/ internet media will be decided by the EAC after considering the access data, if available and</p>	

negotiations based on market rates.

(vi) The effective rate of a particular website/internet media would be determined by the rate structure pattern depending on the number of bonus, ticker/scroll etc. provided with the rate.

ANNEXURE-I

Basic rate structure for electronic media (Public/private TV & FM radio stations and websites)

Websites

I) DAVP rates would be applicable, if available.

II) For Government websites, rates would be applicable, as approved by the Government.

II) If DAVP rates are not available, then the following rates would be applicable:

Category-A (Popular Websites such as UNI/PTI etc. with more than 1,000 subscribers)

Position	Type	Size	Rate
Top Banner	(Rotating)	468X60 Pixels	Rs. 50,000 per month
Top Right	(Rotating)	160X60 Pixels	Rs. 20,000 per month
Bottom Banner		468X60 Pixels	Rs. 20,000 per month
Right Side Panel (Front Page)		140X40 Pixels	Rs. 20,000 per month
Right Side Panel (Inside Page)		120X40 Pixels	Rs. 15,000 per month

Category-B (Websites with minimum 250 subscribers)

Position	Type	Size	Rate
Top Banner	(Rotating)	468X60 Pixels	Rs. 25,000 per month
Top Right	(Rotating)	160X60 Pixels	Rs. 10,000 per month
Bottom	(Rotating)	468X60 Pixels	Rs. 10,000 per month
Banner Right Side Panel		140X40 Pixels	Rs. 10,000 per month
(Front Page) Right Side Panel (Inside Page)		120X40 Pixels	Rs. 75,00 per month

of World Wide Web (www). It includes all newspaper/TV & Radio Channels/Digital Channels/Magazine's websites/webportals or news apps.

(d) **Pixels:** The pixel is the basic unit of programmable color on a computer display or in a computer image. PIXEL DIMENSIONS are the horizontal and vertical measurements of an image expressed in pixels. The pixel dimensions may be determined by multiplying both the width and the height by the DPI (dots per inch).

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		<p>registered for release of advertisements by the DIPRL Haryana. This committee will be headed by the Additional Director or Joint Director (Admn.) and will include Joint Director (Advt.), Joint Director (Press), Joint/Deputy Director (Film), Deputy Director (Advt.), Audit Officer and representative of NIC as members. The EAC will submit its recommendations to the Director, Information Public Relations and Languages Department, Haryana for approval. Administrative Secretary, Information Public Relations and Languages Department, Haryana, can re-constitute the EAC as and when required.</p> <p>5. Eligibility Criteria for Empanelment of Websites/ Web portals</p> <p>DIPRL Haryana will empanel such websites/web-portals and other platforms of Digital Media as thinks necessary for achieving objective of advertisement/Campaign, as per the intended target audience. The eligibility criteria for the empanelment of digital media will be as under:</p> <p>(iv) The website should have continuously operated under the same name (website address), for which the period shall be calculated backwards from the date on which the website applies for empanelment with DIPRL. Websites/Web portal must provide last two-year income tax return certificate in reference to earned revenue from these sites. The Owner must provide documents of registration, PAN Card/ Address details of their Firm/Company. The applications submitted directly by companies owning and operating the website will only be entertained. In other words no intermediary agency will be eligible to apply on behalf of a website or group of websites. It shall be imperative for the website to report their duly certified, 'Minimum Average Unique Users' (from within India), every month (based on the data of six months immediately preceding the date of applying for empanelment). The report so furnished by the website shall be certified by reputed agency as prescribed by DAVP or any other agency specified by the DIPRL. For the purpose of consideration, unique users of a particular website will be counted for mobile and desktop data both. Different websites belonging to one company/group can be empanelled, provided they individually fulfill the Unique Users Criteria. In other words, bunching/adding of Unique User count of the different websites of one group/company shall not be permitted. In such cases, separate applications for each website may be submitted along with other formalities.</p> <p>(v) The websites/webportals which are owned and</p>
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		<p>operated by companies, firms or individuals incorporated in India and especially covering Haryana related news and having impact in the State or otherwise beneficial to the image of the State, will be given preference for empanelment. The advertisement/messages released on behalf of the Haryana Government's departments, Board and Corporations and other organizations must be displayed prominently for the maximum viewership as specified in the Release Order. There will be no change in rates once offered to and accepted by an empanelled website or webportal for the entire period of empanelment. The cost of all technical requirements, such as adapting the design format provided by department to the website's format, shall be borne by the website/webportal. The department can empanel Third-Party-Ad-Server (3-PAS) to verify/cross-check the advertisement display on websites/webportals. Government Departments, Board and Corporations and other organizations will not bear any cost in this regard and the entire expenditure on engagement of Third-Party Ad-Server will be borne by the empanelled agency and not by DIPRL or by any agency of Govt. of Haryana.</p> <p>(vi) The publicity impact of advertisement through such websites or webportals will also be taken into account, while empanelling these websites for the purpose of Government advertisements. DIPRL can specify the target audience for the particular advertisement/Campaign within state or pan India or both as per the requirement. The empanelled agency shall be bound to provide their Google analytics access credential and also integrate their Google analytics accounts with that of Google analytics accounts of DIPRL. The website/webportal shall submit its Unique Users Data, on the basis of Google Analytic Report & Google Ad Manager while submitting the bills to the Director, Information, Public Relations and Languages Department, Haryana.</p> <p>The Department shall be free to Audit the empanelled website etc., as per its discretion. It will be the responsibility of the website owner to comply with all extant rules and regulations as prescribed by the Government of India as well as the State of Haryana. If the content of any empanelled website or webportal is found to be anti-national/obscene/indecent/anti-social/violative of communal harmony and national integrity/ in violation of the extant Cyber Laws of India etc. or deemed objectionable in any form as determined by the competent</p>
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(viii) Screenshot of the website/web portal will be

		<p>submitted by the empanelled agency on daily basis once the publicity campaign goes live. (Screenshots should be reflected at regular intervals, i.e. morning, evening and night).</p> <p>(ix) The payment shall be made through RTGS/NEFT only. Recovery shall be made in case of excess payment by the client. An empanelled website can be debarred from department campaigns, for the remaining period of his empanelment, if it deliberately and consistently refuses to accept and carry advertisements issued by DIPRL, Haryana.</p> <p>(x) 15% agency commission (SAMVAD) would be applicable to all websites/webportals/ News apps on advertisements released by DIPRL, Haryana. GST will be applicable as per the provision.</p> <p>Note: DIPRL Haryana shall have the right to interpret and elaborate anything which is not explained in the policy.</p> <p>ANNEXURE-I</p> <p style="text-align: center;">Application Form</p> <ol style="list-style-type: none"> 1. Name of the Website (URL): 2. Name of the Owner Company (as well as subsidiary company, if any): 3. Address of registered Office: 4. Date of incorporation of the Company: 5. Date of launch of websites: 6. Date from which the website is in continuous operation: 7. Average number of Unique Users per month for last 6 months within India. 8. Is the websites India based (Yes)/ (No): 9. If the answer to the above question is No, does the website have wholly owned company registered and operating in India, which looks after their Indian advertisement business. If Yes, the details thereof. 10. GST No.
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RAJESH KHULLAR,
Additional Chief Secretary to Government Haryana,
Information, Public Relations & languages Department.